

**Najib: Stop treating women as objects**  
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**Prime Minister hits out at the recent indecent acts towards a promotional standee featuring a woman.**

KUALA LUMPUR: Najib Razak wants all parties to stop treating women as objects and be more aware of society's sensitivities.

The Prime Minister said he regretted the incident involving a promotional standee by a petrol company which featured a woman, which went viral recently, even though some meant it as a joke.

"Their actions which included indecent acts, even though it is a standee, are very disappointing, shameful and against our culture and customs," Najib said in a blog post tonight.

Najib said this should not have happened because it was an insulting and disrespectful act by a small number of people towards women.

"We are responsible for providing a safe and comfortable environment for women who are also our mothers, wives, children and sisters.

"Imagine if the same behaviour is directed towards our own family members, be it our children, mothers, or sisters," Najib said.

He added that people should refer to the fifth principle of the Rukunegara, which is 'Kesopanan dan Kesusilaan' (courtesy and morality).

He said mutual respect was an important element to continue living together peacefully.

"Islam also teaches us to respect women, and even place them in a high place, as I had stated previously" Najib added.

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